

- B1*  
*Control*
- (c) analyzing and sorting said character profile in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency toward one of said individual emotional orientations;
- (d) producing a series of marketing campaigns for a specific product or service, wherein each campaign contains unique features directed to a specific one of said clusters;
- (e) determining and displaying the appropriate marketing campaign directed to the cluster corresponding to the character profile of said potential consumer having a particular emotional orientation.

*432*

4. (Twice Amended) A method according to claim 2, wherein the questionnaire is presented to a potential customer through an interactive medium.

*43*

6. (Twice Amended) A method according to claim 1, wherein the campaign is presented to the potential consumer by an interactive medium.

*434*  
*4*

7. (Amended) A method according to claim 1 wherein the number of clusters corresponds to the possible combinations of low, medium, and high degrees of orientation with each of survival, growth, and relaxation orientations.

*45*

8. (Twice Amended) A method for conducting a matching service between at least two people, especially useful for dating services, employment agencies, and "chat rooms", comprising:

- (a) collecting information obtained from a user based on immediate individual emotional response of the user according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;
- (b) generating a computerized database containing a personal character profile of said user based on said collected information;

- B5. cont.* *b1 cont.*
- (c) analyzing and sorting said character profile in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency toward one of said individual emotional orientations;
  - (d) matching and displaying users according to the cluster of character profiles to which the users have a particular emotional orientation.
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Please add the following new claims:

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*b1 cont.*

--11. A method according to claim 1, wherein the information collected from potential consumers includes at least one of physiological parameters, behavioral patterns, and personality-related parameters about the consumer.

*B5.*

12. A method according to claim 11, wherein the information collected from potential consumers is collected based on the immediate response of the consumer to a specific stimulus.

13. A method according to claim 12, wherein the stimulus includes a questionnaire.

14. A method for determining characteristics of an individual and presenting an appropriate advertisement correlated with the determined individual characteristics, the method comprising the steps of:

- presenting a stimulus to an individual;
- detecting an immediate response of the individual to the presented stimulus;
- determining a value for each one of a growth, relaxation, and survival characteristic based on the immediate response;
- calculating a profile of the individual based on the determined characteristic values; and

correlating a desired task oriented to individuals having a particular characteristic with an individual having a particular characteristic and displaying the desired task to the individual having the particular characteristic.

15. The method as claimed in claim 14, wherein the immediate response detection includes detecting the individual response to at least one of sound, time to respond, question, smell, color, hue, and specific provocation.

16. The method as claimed in claim 14, wherein the desired task includes at least one of on-line marketing, advertisements, world wide web banner advertisements, music, and working team creation.

17. The method as claimed in claim 14, wherein the immediate response is detected within the first few seconds of presenting the stimulus to the individual.

18. The method as claimed in claim 14, wherein the immediate response is continuously detected in the first few seconds of presenting the stimulus to the individual.

19. The method as claimed in claim 14, wherein the immediate response is detected in a plurality of intervals in the first few seconds of presenting the stimulus to the individual.

20. A computer system, comprising:  
a processor; and  
a memory coupled to said processor, the memory having stored therein sequences of instructions, which when executed by said processor, causes said processor to perform the steps of:

(a) collecting information obtained from a potential consumer based on immediate individual emotional response of the consumer according to the following

emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) generating a computerized database stored in said memory containing a personal character profile of said potential consumer based on said collected information;

(c) analyzing and sorting said character profile in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency toward one of said individual emotional orientations;

(d) producing an advertisement for a specific product or service, wherein said advertisement contains unique features directed to a specific one of said clusters corresponding to a subset of character profiles showing a predominant tendency toward one of said individual emotional orientations;

(e) determining and displaying the advertisement directed to the cluster corresponding to the character profile of said potential consumer having a particular emotional orientation.

21. A computer readable medium, comprising:

at least one sequence of machine executable instructions;

the medium bearing the executable instructions in machine form, wherein execution of the instructions by one or more processors causes the one or more processors to:

(a) collecting information obtained from a potential consumer based on immediate individual emotional response of the consumer according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) generating a computerized database containing a personal character profile of said potential consumer based on said collected information;

(c) analyzing and sorting said character profile in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character

profiles showing a predominant tendency toward one of said individual emotional orientations;

(d) producing an advertisement for a specific product or service, wherein said advertisement contains unique features directed to a specific one of said clusters corresponding to a subset of character profiles showing a predominant tendency toward one of said individual emotional orientations;

(e) determining and displaying the advertisement directed to the cluster corresponding to the character profile of said potential consumer having a particular emotional orientation.--

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